



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Placement Technologies  
500 North Washington Street  
Suite 303  
Alexandria, VA 22314

## Contract # 327443

**Schedule Dates** 10/02/12-10/08/12  
**Advertiser** Pol/R McKenna/R/Governor (16706)  
**Agency** Media Placement Technologies (4260)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** MEADE,NICOLE  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCKENNA FOR GOVERNOR  
ROB MCKENNA FOR GOVERNOR,

**Date Entered** 08/16/12  
**Last Modified** 09/18/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #** 06282334  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$11,549.25  
**Net Total** \$65,445.75  
**Sales Tax**

### Seattle (KIRO)

By Broadcast Month	Spots	Rate
Oct. 2012	84	\$76,995.00
<b>Grand Total:</b>	<b>84</b>	<b>\$76,995.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	4:27A- 4:59A (PST)			1	1	1	1			4	\$110.00	\$440.00	Seattle (KIRO)	430AM NEWS	8/16/12
2.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	4:27A- 4:59A (PST)		1							1	\$110.00	\$110.00	Seattle (KIRO)	430AM NEWS	8/16/12
3.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	4:57A- 5:59A (PST)			1	1	1	1			4	\$200.00	\$800.00	Seattle (KIRO)	5AM NEWS	8/16/12
4.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	4:57A- 5:59A (PST)		1							1	\$200.00	\$200.00	Seattle (KIRO)	5AM NEWS	8/16/12
5.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:58A- 7A (PST)			1	1	1	1			4	\$325.00	\$1,300.00	Seattle (KIRO)	6AM NEWS	8/16/12
6.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:58A- 7A (PST)		1							1	\$325.00	\$325.00	Seattle (KIRO)	6AM NEWS	8/16/12
7.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	7A- 9A (PST)			2	2	2	2			8	\$150.00	\$1,200.00	Seattle (KIRO)	THIS MORN	8/16/12
8.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	7A- 9A (PST)		2							2	\$150.00	\$300.00	Seattle (KIRO)	THIS MORN	8/16/12
9.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	6:57A- 8:30A (PST)							1		1	\$145.00	\$145.00	Seattle (KIRO)	SAT 7AM NEWS	8/16/12
10.0	Normal Line / Spot	10/02/12-10/05/12	2	:30	9:58A- PRICE IS RIGHT			1	1	1	1			4	\$935.00	\$3,740.00	Seattle (KIRO)	PRICE IS RIGHT	8/16/12
11.0	Normal Line / Spot	10/08/12-10/08/12	2	:30	9:58A- PRICE IS RIGHT		1							1	\$935.00	\$935.00	Seattle (KIRO)	PRICE IS RIGHT	8/16/12
12.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	12P- 12:30P (PST)			1	1	1	1			4	\$260.00	\$1,040.00	Seattle (KIRO)	NOON NEWS	8/16/12
13.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	12P- 12:30P (PST)		1							1	\$260.00	\$260.00	Seattle (KIRO)	NOON NEWS	8/16/12
14.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	3:58P- 5P (PST)			1	1	1	1			4	\$350.00	\$1,400.00	Seattle (KIRO)	JUDGE JUDY	8/16/12

## CONFIRMATION CONTRACT

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15.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	3:58P- 5P (PST)		1							1	\$350.00	\$350.00	Seattle (KIRO)	JUDGE JUDY	8/16/12
16.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5P- 5:30P (PST)			1	1	1	1			4	\$550.00	\$2,200.00	Seattle (KIRO)	5PM NEWS	8/16/12
17.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5P- 5:30P (PST)		1							1	\$550.00	\$550.00	Seattle (KIRO)	5PM NEWS	8/16/12
18.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:30P- 6P (PST)			1	1	1	1			4	\$500.00	\$2,000.00	Seattle (KIRO)	530PM NEWS	8/16/12
19.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:30P- 6P (PST)		1							1	\$500.00	\$500.00	Seattle (KIRO)	530PM NEWS	8/16/12
20.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	6P- 6:30P (PST)			1	1	1	1			3	\$500.00	\$1,500.00	Seattle (KIRO)	6PM NEWS	8/16/12
20.0.1	Closed Preempt	10/03/12															Seattle (KIRO)	Program Change/Exception -	
21.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	6P- 6:30P (PST)		1							1	\$500.00	\$500.00	Seattle (KIRO)	6PM NEWS	8/16/12
22.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	5P- 5:30P (PST)							1		1	\$400.00	\$400.00	Seattle (KIRO)	SAT 5PM NEWS	8/16/12
23.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	5:30P- 6P (PST)							1		1	\$400.00	\$400.00	Seattle (KIRO)	SAT 530PM NEWS	8/16/12
24.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	6:58P- ENTERTAINMENT TONIGHT			1	1	1	1			3	\$475.00	\$1,425.00	Seattle (KIRO)	ENTERTAINMENT	8/16/12
24.0.1	Closed Preempt	10/03/12															Seattle (KIRO)	Program Change/Exception -	

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25.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	6:58P- ENTERTAINMENT TONIGHT		1							1	\$475.00	\$475.00	Seattle (KIRO)	ENTERTAINMENT	8/16/12
27.0	Normal Line / Prime	10/02/12-10/02/12	3	:30	7:57P- NCIS			1						1	\$5,900.00	\$5,900.00	Seattle (KIRO)	NCIS	8/16/12
28.0	Normal Line / Prime	10/02/12-10/02/12	3	:30	9P- NCIS: LOS ANGELES			1						1	\$5,600.00	\$5,600.00	Seattle (KIRO)	NCIS:LA	8/16/12
29.0	Revised Line / Prime	10/02/12-10/02/12	3	:30	10P- VEGAS			1									Seattle (KIRO)		8/16/12
29.1	Revised Line / Prime	10/02/12-10/02/12	5	:30	10P- VEGAS			1									Seattle (KIRO)		8/27/12
29.2	Normal Line / Prime	10/02/12-10/02/12	3	:30	10P- VEGAS			1						1	\$4,000.00	\$4,000.00	Seattle (KIRO)		9/17/12
31.0	Normal Line / Prime	10/04/12-10/04/12	3	:30	9P- PERSON OF INTEREST					1				1	\$4,000.00	\$4,000.00	Seattle (KIRO)	PERSON OF INTEREST	8/16/12
32.0	Normal Line / Prime	10/04/12-10/04/12	3	:30	10P- ELEMENTARY					1				1	\$4,700.00	\$4,700.00	Seattle (KIRO)		8/16/12
33.0	Normal Line / Prime	10/05/12-10/05/12	3	:30	9P- MADE IN JERSEY						1			1	\$2,500.00	\$2,500.00	Seattle (KIRO)		8/16/12
34.0	Normal Line / Prime	10/05/12-10/05/12	3	:30	10P- BLUE BLOODS						1			1	\$2,500.00	\$2,500.00	Seattle (KIRO)	BLUE BLOODS	8/16/12
35.0	Normal Line / Prime	10/07/12-10/07/12	4	:30	6:57P- 60 MINUTES								1	1	\$3,400.00	\$3,400.00	Seattle (KIRO)	60 MIN	8/16/12
36.0	Normal Line / Prime	10/07/12-10/07/12	4	:30	9P- THE GOOD WIFE								1	1	\$3,900.00	\$3,900.00	Seattle (KIRO)	GOOD WIFE	8/16/12
38.0	Normal Line / Spot	10/02/12-10/05/12	2	:30	11P- 11:35P (PST)			1	1	1	1			4	\$1,500.00	\$6,000.00	Seattle (KIRO)	11PM NEWS	8/16/12

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39.0	Normal Line / Spot	10/08/12-10/08/12	2	:30	11P- 11:35P (PST)		1							1	\$1,500.00	\$1,500.00	Seattle (KIRO)	11PM NEWS	8/16/12
40.0	Normal Line / Spot	10/06/12-10/07/12	2	:30	11P- 11:35P (PST)							1	1	2	\$1,500.00	\$3,000.00	Seattle (KIRO)	WKND 11PM NEWS	8/16/12
41.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN			1	1	1	1			4	\$300.00	\$1,200.00	Seattle (KIRO)	D LETTERMAN	8/16/12
42.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1							1	\$300.00	\$300.00	Seattle (KIRO)	D LETTERMAN	8/16/12
43.0	Normal Line / Sports-Football	10/06/12-10/06/12	4	:30	12:30P- COLLEGE FOOTBALL							1		1	\$1,000.00	\$1,000.00	Seattle (KIRO)		9/17/12
44.0	Normal Line / Sports-Football	10/07/12-10/07/12	4	:30	9:56A- NFL FOOTBALL								1	1	\$5,000.00	\$5,000.00	Seattle (KIRO)		9/17/12

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